

# Friendly Home IDEAS

featuring the products of the  
**WESTERN PINE** mills



**WESTERN PINE ASSOCIATION**  
YERON BUILDING • PORTLAND 4, OREGON



Hello there....

Here's your brand new edition of "Friendly Home Ideas". It was especially designed to show you the endless variety of ideas offered by the 10 fine Woods of the Western Pine Region. You may wish to consider them for your home.

As you look through these pages, it will become apparent why these are among the most used of all woods; the boundless variety of styles, decors, are among atmospheres and designs to which these Woods may be fitted, assures their never-ending popularity. Modern or contemporary, traditional or provincial, formal or casual--your desires shape the Woods from the Western Pine Region, to fit your own pattern of living, whether it be in cottage or castle.

These fine Woods readily accept all known wood finishing treatments, and are in high demand by woodworkers because of their workability with either hand or power tools. Among building materials, only wood offers such versatility.

Besides the wonders of the famed "Three Western Pines"--Idaho White Pine, Ponderosa Pine and Sugar Pine--this edition also presents among its friendly home ideas many beautiful uses of other lumber species manufactured by Western Pine mills. These include Douglas Fir, Engelmann Spruce, Incense Cedar, Inland Red Cedar, Larch, Lodgepole Pine and White Fir.

The lumber you use from the Western Pine forests of today is the result of carefully planned harvests on private Tree Farms or lands of other managed lands. Each tree harvested is selected with special attention given to its maturity, its quality, its place in the natural balance of forest around it and, literally, to its health. When removed, the trees around it are freed from its competition for sunlight and moisture. Thus they will grow with new vigor to maturity, eventually to be harvested themselves and manufactured into fine lumber for homes and products.

As your ideas develop--whether your plans call for the building of a new home or the remodeling of an old one--you will find it handy to turn to a new home community retail lumber dealer for advice and consultation. Without obligation, he offers information on species, sizes, grades, patterns and costs.

For special finishing instructions, write to the Western Pine Association, from whence additional information on these Woods, their uses and installation may also be obtained.

Yours for happy living,  
THE WESTERN PINE ASSOCIATION

AN ORGANIZATION OF PRODUCERS  
MANUFACTURING QUALITY LUMBER TODAY \* GROWING TREES FOR TOMORROW

# friendly home **IDEAS**



## The Western Pines

**Idaho White Pine**

**Ponderosa Pine**

**Sugar Pine**

and these woods from  
the Western Pine mills

WHITE FIR • INCENSE CEDAR  
RED CEDAR • DOUGLAS FIR  
ENGELMANN SPRUCE  
LODGEPOLE PINE • LARCH

*are manufactured to high standards of seasoning, grading, measurement*



Choice of a home's interior is of utmost importance. It not only can be fashioned around a family's way of living, but can itself fashion a new way of living for a family. That's why good wood is so popular and important wherever design for living is found.

# living rooms

A living room is space of many functions. Formal, informal; entertaining, relaxing and just living. Its atmosphere must conform to all, as well as each one. That's why versatile wood is the choice for so many living rooms, big and small.



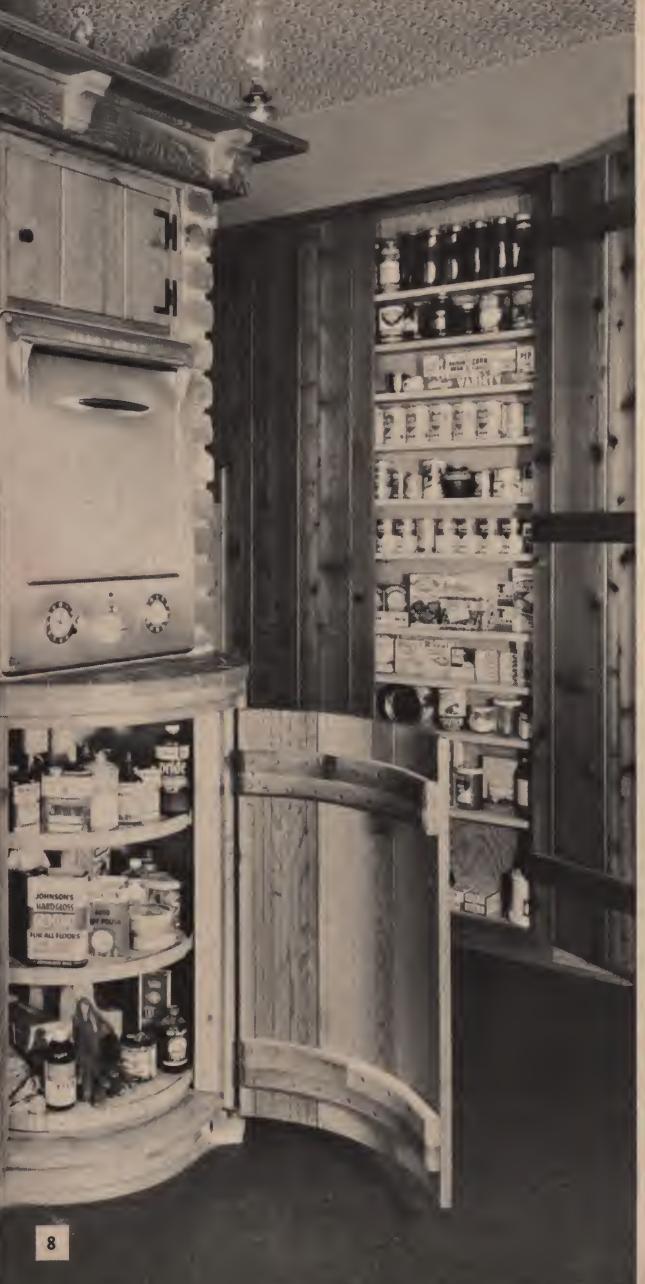


Wood paneling makes like magic in any design motif—contemporary or traditional. It blends, too, with such as wrought iron or bricks, and yields to the functionalism of the modern built-in.

## dining areas

Modern emphasis on pleasantness rather than cool formality about the dinner table makes mealtime easier, more natural. Even the food tastes better when the surroundings are warm, cheerful. Note the "eating bar" which has taken its place in home design to satisfy the "snack" place of living.





## kitchen areas

What a change in the kitchen! Today complete design makes it a dream to work within . . . not like the sterile "clinic" kitchen of a few years ago. Note accent on warmth wood paneling sparks in these kitchen scenes.





Knotty or clear, wood paneling from the Western Pine Region assures the homeowner of the highest quality in manufacture, besides the natural inherent qualities of fine wood.



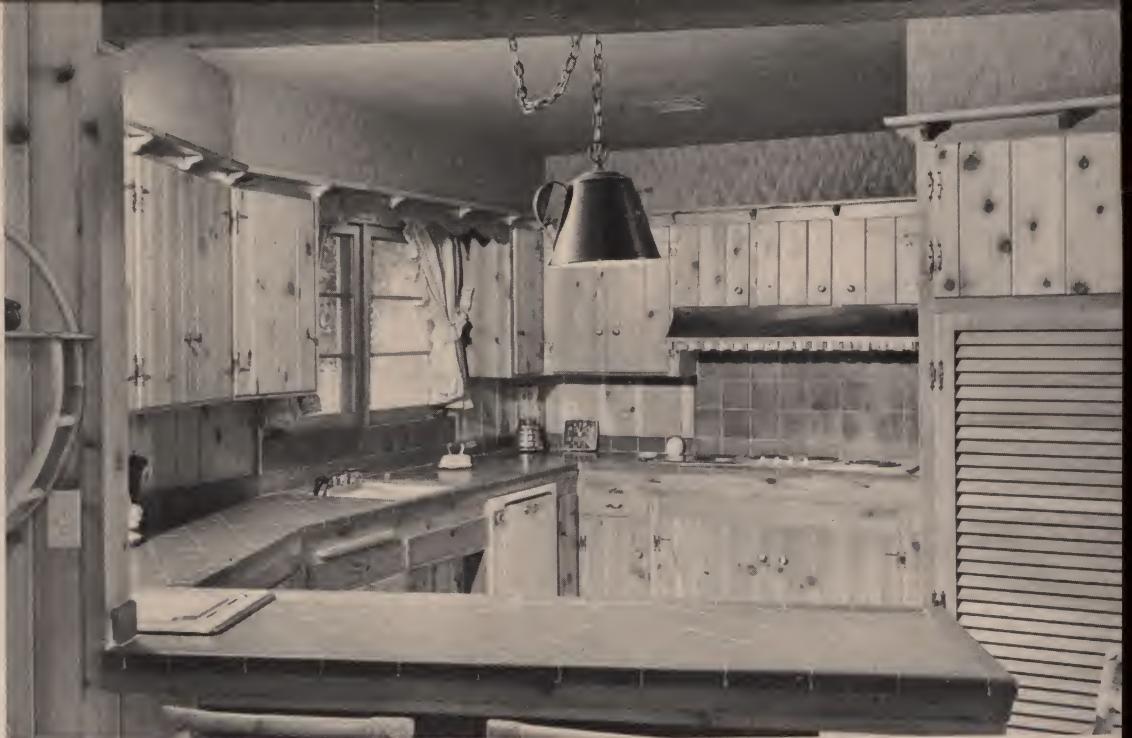
## kitchen areas



To be utilitarian, today's kitchen is designed to save steps, to expedite the daily kitchen routine.

A kitchen punctuated with useful built-ins is like these out of a million housewives' dreams.





Culinary engineering comes easy with a kitchen moulded by planning and design into an efficient, pleasant living unit. Easy to maintain, always beautiful woods from the Western Pine Region help make it possible.



**Friendly  
Home**

**IDEAS**

**in color . . .**





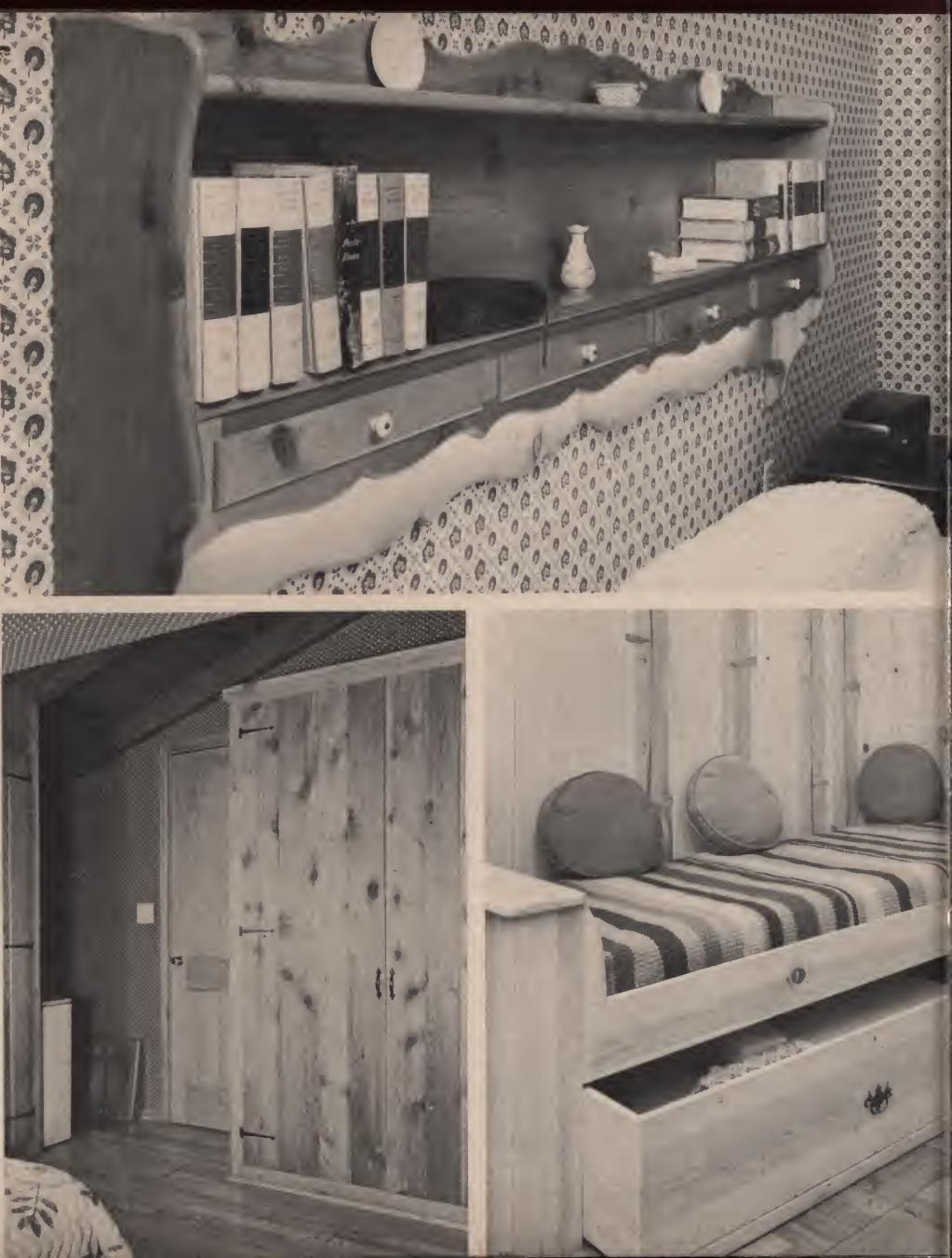
*choose ANY finish for the  
10 fine woods of  
the WESTERN PINE REGION*

These cheerful woods readily accept all types of finishing treatments—gleaming enamels, colorful paints, distinctive stains, varnishes and lacquers. With the unlimited finishing schemes possible, each room should be carefully planned for tonal blending within itself and with other rooms in the house.



## sleeping areas

Truly one of the forgotten rooms in the house, the bedroom is one of the most important. It needs charm and warmth, privacy and pleasant quietness only gentle wood paneling brings.





In 20th Century life, new emphasis has been placed on the bedroom as a place not only for sleep but also for quiet relaxation, reading and even radio and television. To create the proper atmosphere, paneling of the woods from the Western Pine Region are brought neatly into play, not only for walls but for built-in functionalism as well.



## studios, dens, playrooms

Modern Knotty Western Pine paneling first came into its own when the informal recreation area began becoming popular in American home life. The casual area and knotty paneling have been firm partners ever since, and their appeal is always renewing, as can be seen in the views on these pages.





Modern designation for family work-play-living areas is the "family room." It signifies the return of emphasis on home life, perhaps stimulated by television. Contemporary designers now even create entire homes about such a play-living space. Wood paneling, of course, is a must where cheer and warmth are prerequisites.

## built-ins

To make a modern home "go," the convenience of built-ins . . . all done up in easy-working woods from the Western Pine Region. When handy apparatus and storage is built-in, it becomes a working part of a home, putting to work wall space often lost in uselessness.



Handy is the phone with its own built-in location. "Jacks" make it mobile; plug it in at any convenient built-in shelf or work spot, any room in the house.



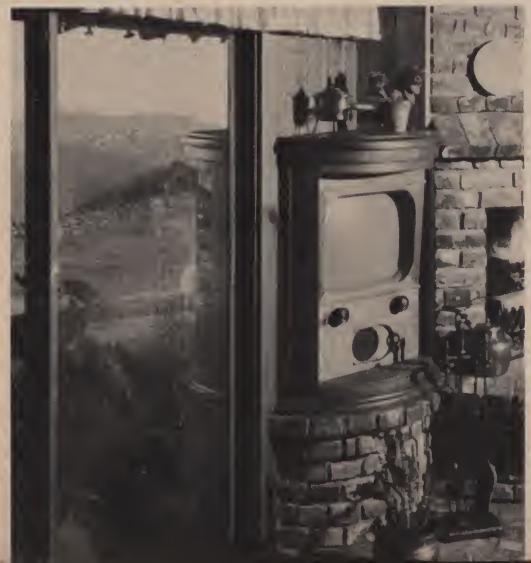
## bathrooms



Another room too often clinically chilly is the bathroom, where the warmth of wood can change the atmosphere completely, yet allow easy cleaning, little maintenance. Because of variations in heat and moisture, bathroom paneling should be thoroughly sealed prior to installation—back and front sides both.

# doors and windows

In doors and windows, the woods from the Western Pine Region have been favorites for generations—and will be in the future, too. In windows, the modern trend is to views and utility, with walls of glass popular. In doors, modern louvred are the rage, while the traditional paneled door lives on in undaunted popularity.



## ... with other materials ...

How enchanting is the room that blends in delightful esthetic fashion other materials with the warmth and beauty of wood. Not only in brick and wallpaper, as shown here, but in copper and brass trimmings, and in many other materials, the woods from the Western Pine Region top off the frosting on the design cake.



# storage and



Quaint efficiency is abundant in the Mr. and Mrs. clothes closets at left. Closet and storage space is one of the most underdesigned and underbuilt of all in American homes.

Planned storage is the modern way. It works, too, as witnesseth these fine storage and utility areas.



# utility



No planned new or remodeled home should be without adequate storage and utility space. From clothes closets to broom closets, if properly designed, savings will be forthcoming in steps, tempers and protectively stored possessions.



These are the woods from  
**WESTERN PINE**

Mills:

IDaho WHITE PINE  
SUGAR PINE  
PONDEROSA PINE  
DOUGLAS FIR  
INCENSE CEDAR  
INLAND RED CEDAR  
ENGELMANN SPRUCE  
LARCH  
LODGEPOLE PINE  
WHITE FIR

For inside and out—  
**Friendly Homes**





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